

# Analytics Strategy for Quick Impact

## DATA-DRIVEN DECISIONS, FASTER

With Blackboard Analytics™ you can build a better education experience by fostering a culture of data-informed decisions. With Analytics Strategy for Quick Impact, we help you make that happen faster.

There is a huge cry for evidence-based decision making. With Blackboard Analytics, you now have the ability to generate significant data from widely adopted higher education metrics and best practices for analytics to support informed decision-making.

But to be truly effective, you also need to know what targeted data you need to tell you where you stand and specifically what to do with it to improve. You also need to understand current and future states of the culture around information and decision making.

To help achieve a faster impact from your chosen Analytics Module(s) and build on the value of your investment, Blackboard Consulting will help you identify key issues and generate actionable knowledge through planning and informed decision-making leading to improvement around a particular focus area. Possible topics include:

- ▶ **Strategic Enrollment Management**
- ▶ **Early Intervention**
- ▶ **Retention Improvement**
- ▶ **Financial Aid**
- ▶ **Performance Management**
- ▶ **Resource Optimization**

More importantly, you will have a process and strategy to apply throughout the organization, whether you are new to Analytics and want to set the tone for a shift in focus on data-driven decision making or you want to increase your organizations adoption of Analytics.

## Getting There

We draw upon our expertise as educators and technologists in education to develop a plan unique to your organization in four Effective Practice Areas. Our approach not only concentrates on developing a strategy for the present, but also sustaining that strategy over time.



# Analytics Strategy for Quick Impact Effective Practice Areas



The four Effective Practice Areas, which are each supported by comprehensive rubrics, provide the foundation of a rigorous program methodology to::

- ▶ **Pinpoint the problem**
- ▶ **Define related data elements**
- ▶ **Collect and develop meaningful interpretations of the data**
- ▶ **Outline strategies for improvement and/or identify additional research**
- ▶ **Coach effective presentation of findings and recommendations**
- ▶ **Identify follow-on communication, accountability, and action strategies**

Using this methodology, we work with you to shape a strategy that is appropriate and unique to the needs of your organization today, and provide a framework for tomorrow.

Specifically, you will walk away with:

- ▶ **A meaningful set of actionable data within a given focus area**
- ▶ **A defined, repeatable process in using data for improvement**
- ▶ **The ability to replicate the process for future use cases**
- ▶ **The foundations for growing a culture of data-driven decision making**
- ▶ **An increase in the adoption and use of Blackboard Analytics**

To learn more about how Blackboard can help you develop an Analytics strategy to quickly impact important issues and goals, visit [www.blackboard.com/analyticsstrategy](http://www.blackboard.com/analyticsstrategy). Or, if you are already a Blackboard client, contact your Blackboard Account Representative.